

1. Record Nr.	UNINA9910150208503321
Autore	Alac Patrik
Titolo	[Temptis] Bikini story / / Patrik Alac
Pubbl/distr/stampa	New York, : Parkstone Press, [2012]
ISBN	9781283953986 1283953986 9781780429519 1780429517
Edizione	[1st ed.]
Descrizione fisica	1 online resource (256 p.)
Collana	Temporis
Disciplina	391.4/8
Soggetti	Bikinis - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	The birth of the bikini -- From scandal to scandal -- The frontiers of imagination -- The bikini and the cinema -- The conditioning of the body -- The new freedom -- Epilogue: the beach as an arena for -- Social liberty.
Sommario/riassunto	It was in 1946 that the world first came to hear of a coral atoll in the Marshall Islands called Bikini. The following year, French couturier Louis Reard borrowed the name and applied it to a bathing costume for women. Breaking from decades of conformity, Reard dared to 'undress' women's bodies in order to better emphasize what remained clothed - albeit in tiny wisps of material. By taking up the bikini as popular beachwear, women also found themselves thinking differently about their bodies. An ideal of perfection was reinforced by the appearance on the cinema screen of stars such as Marilyn